



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNICATION & MEDIA TECHNOLOGY WITH INFORMATION TECHNOLOGY (MAIN CAMPUS)

AMT 204: POLITICAL COMMUNICATION

Date: 10th April, 2013

Time: 8.30 – 10.30 a.m.

INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.



Main

2ND YEAR 2ND SEMESTER

AMT 204: POLITICAL COMMUNICATION

Duration: 2 Hours

Answers question ONE and any other TWO questions.

1. Describe the roles of a political reporter in enhancing the wider role of the media as a watchdog. (30marks)
2. Discuss how media ownership in Kenya may impact on the freedom of expression .(20 marks)
3. Political opinion polling and media reporting of such polls are relatively new concepts in Kenya and therefore facing numerous challenges discuss.(20 marks)
4. Discuss while citing relevant examples challenges faced by media practitioners in political reporting in Africa. (20 marks)
5. Why is it important for a journalist to protect his or her news sources and comment on the ways journalists can abuse this journalistic privilege while dealing with political reporting?(20marks)

Check/Score